



THE FAS LETTER

TO AGRICULTURAL ATTACHES AND OFFICERS

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MORE THAN ONE-HALF OF THE WORLD'S POPULATION lives in the Far East/Southern Asia area under study at the Kuala Lumpur conference last month. Mrs. Dorothy Jacobson, Assistant Secretary of Agriculture for International Affairs, is shown as she presents conference objectives. Others pictured at the conference table, left to right, are: Horace Davis, Assistant Administrator, Agricultural Attaches; Ambassador James D. Bell; Inche Chew Hong Jung, Malaysia, Deputy Director of Agriculture, and Edward E. Davis, Administrative Assistant to Senator Hayden. In the foreground are Jim Howard, Director, Trade Projects Division, FAS/W and Lee Paramore, Attache, Manila.

ATTACHE CONFERENCE DISCUSSES MARKET DEVELOPMENT, FOOD AID

Food production within the FE/SA area has not kept pace with the rapid increase in population. Food imports have increased and will continue big in 1967. The low level of applied agricultural technology in many FE/SA countries and the rapid population increase indicate that the area will continue to need large food imports.

Attaches reported that markets for U.S. agricultural commodities within the FE/SA area can be expanded substantially. Several countries receiving food aid are becoming commercial markets. But countries such as India, Pakistan, and Indonesia are expected to need food aid for several years.

Speakers said that competition from Australia, New Zealand and Thailand will increase. Australia is bringing into cultivation an additional two million acres annually. Thailand has a reasonably large potential for increasing rice and corn production.

Attaches suggested more market development activities in Hong Kong and Thailand. They also recommended more emphasis on the development of new markets for U.S. packaged and processed foods.

An interesting paradox was noted in that Japan is the poorest country in terms of natural resources in the FE/SA area, but has achieved the highest standard of living.

MARKET DEVELOPMENT WORKSHOPS TO BE HELD IN SIX COUNTRIES

January will find market development workshops being held in five European cities and Cairo. The European cities include London, Frankfurt, Rotterdam, Zurich, and Rome. Attendance will include cooperator representatives, Agricultural Attaches, and Embassy representatives from all European countries in which major market development projects are underway.

Presiding over the sessions will be Ken Krogh, Deputy Assistant Administrator for Export Programs. Francis Harrell and Ed Bauer, Trade Projects Division, will complete the FAS/W contingent.

Sessions are being held to provide Agricultural Attaches, cooperators, and FAS/W personnel an opportunity to participate in developing ideas for appropriate marketing plans and for increasing dollar sales.

Scheduled workshops include: January 9-10, Fruit and Nut Cooperators, London; January 12-13, Institute of American Poultry Industries, Frankfurt; January 16-17, Great Plains Wheat, Rotterdam; January 19-20, Rice Council, Zurich; January 23-27, U.S. Feed Grains Council, Soybean Council, and National Renderers, Rome; January 30-31, Soybean Council of America, Cairo.

FROM YOUR AREA OFFICER'S DESK



Dr. Afif I. Tannous, Attache Area Officer for the Near East and Africa, has returned to FAS/W after an end-of-year visit to Rabat, Ankara, Tehran, Beirut, and Cairo.

Afif was strongly impressed with the serious national attempts of these countries to enhance agricultural production, especially food crops, and to raise the level of living among the rural people. He gave as examples the High Aswan Dam and desert irrigation projects of Egypt, the crash fertilizer projects of Morocco and Turkey, the East Ghor irrigation project of Jordan, and the agrarian reform program of Iran.

He predicted increasingly important achievements in agricultural production and trade in future years. Agricultural Attaches in these countries have assumed increasing importance.



GREETING MRS. JACOBSON at the Kuala Lumpur airport are Attache Bob Adcock and Far East and South Asia Area Officer Paul F. Taggart.

OPERATION CAKE MIX in Rome finds the Ambassador's wife, Mrs. G. Frederick Reinhardt, in her kitchen with Mrs. Bob Tetro. This picture was taken to publicize and to build up a public image of U.S. cake mixes. This was a prelude to a Red Cross benefit by the American Women's Club which was supported in the promotion by Millers National Federation. The women planned to launch 1000 cakes.



WOMEN AT DELHI KEEP BUSY PACE

MRS. DOROTHY H. JACOBSON and Jim Howard visited a food market in Malaysia while attending the Far East and South Asia Attache Conference. Photo by Robert E. Adcock, Agricultural Attache, Kuala Lumpur.



The New Delhi distaff contingent look back on 1966 with a feeling of fulfillment. Jo Boulware successfully coached a swimming team. She also found time to continue the flower and vegetable show traditions now expected of the Delhi Attache. Berniece Packard worked with other ladies to make the Lotus Ball, a black tie charity event, a huge success. The ball benefits the Holy Family Hospital which serves most Americans in Delhi.

Although Betty Haviland barely had time to get settled, she found time to pinch hit as school nurse for the American International School.

THE FAS LETTER



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THEIR LAST FAS/IADS CHRISTMAS PARTY? The FAS/IADS Christmas party on December 20 found four "long timers" getting together to enjoy yule festivities. With retirement papers filed, Ellis Clough and Thelma Dreis, IADS, and Margaret Bayne and Orval Goodsell, FAS, relax as they appreciate the decorations. Gene Ransom was party chairman, and Al Gilbert was master of ceremonies.



RETIRING ATTACHE ED BELL is animated as he discusses the Attache Service with Ted Freeman, Jr., Program Operations Division. Ed has served as European Area Officer for Attaches and as Attache in Athens and Pretoria. Ted, who now works with the P. L. 480 program, is scheduled to become an Assistant Agricultural Attache very soon.

DECEMBER MARKS END OF FAS

They go....They come....Each makes his o this troubled, revolving sphere. May we be inspired and new questions for new worlds.

The end of work Friday, December 30, found 1 This note to Ray Ioanes from Jerry Tichenor, Dep the sentiments of many who left us:

As you know, I've decided to retire and will go on to good years, and I enjoyed it so much I've identified myself

As I look over the FAS roster, virtually every name I studied with former colleagues, blood brothers to my mind pleasant memories. The local employees I've known, broke all there.

In short, Ray, I hope you'll convey to each and every "au revoirs", for I'm not about to say good-bye.

Madelene Adams, secretary to Afif Tannous, after more than 32 years of Government service. 10 years. In 1960, Madelene received a Sustained Sup

Margaret Bayne, statistical clerk, Program Op shores of Kitty Hawk, N.C. Margaret has been wat pictures mailed by her daughter from Kitty Hawk.

Ed Bell leaves FAS following a Government c of Plant Industry, USDA, Bozeman, Montana. Ed's the Montana State College, Federal Farm Board and Adjustment Administration, and Mutual Security Agen ice with FAS began as Director of the Grain and Feed

Elizabeth Carroll, secretary to John Walters, C ing in Washington for a short time before she goe Elizabeth previously served in the Foreign Training D

Larry Diehl, recently returned from Kuala L Larry has been Agricultural Attache in Rangoon, an and London. He previously served with the Agricul Production and Marketing Administration, and the Con

Orval Goodsell, Marketing Specialist, Grain area and look after real estate. Orval started his Administration. He began work with us as Agricultu tural Relations in 1948.

Russ Hudson, Marketing Specialist, Grain a Government service and is now Director, Foreig Market Development. Russ came to FAS in 1958 a Division. He served with FAS/W and as Agricultural

Ruth C. Kuhnle, Economics Assistant, Cotton Ruth's sister, Adele, retired from the Consumer Florida enjoying a warm winter with the expecta

F FAS/IADS CAREERS FOR 15

his own contribution to solving the problems of inspired anew to find new answers for old questions

, found 15 retiring from careers with FAS or IADS. Tichenor, Deputy Administrator, IADS, probably typifies

I go on terminal leave tomorrow. FAS was my life for ten years. I dedicated myself with the gang ever since.

My name I count as a personal friend. The Attache list is in my mind, and the name of each post brings a flood of memories, broken bread with and, I'm sure, annoyed no end, are

and every one of these tried and true friends in FAS my

Annous, Attache Service, retired on November 30, 1954. She worked for USDA 26 years and for FAS 10 years. She received the Superior Performance Cash Award.

Annous was in the Program Operations Division, left FAS/W for the sea-son when watching the construction of her new home via mail.

Annous' government career which began in 1924 with the Bureau of Entomology and Plant Quarantine. Ed's colorful career has included service with the Board and Farm Credit Administration, Agricultural Extension Agency, Republic of the Philippines. His service in the Grain and Feed Division in January, 1954.

Annous, Office of Barter and Stockpiling, is remaining in the office. She goes to Elberton, Georgia, to make her home. She is in the Training Division.

Annous, Kuala Lumpur, retired after 28 years with USDA. He was in the Grain and Feed Division, and Assistant Agricultural Attache in Ottawa. He was in the Agricultural Adjustment Agency, Office of Supply, and the Commodity Stabilization Service.

Annous, Grain and Feed Division, plans to remain in the office. He started his government career with the Resettlement Administration. He was an Agricultural Economist, Office of Foreign Agricultural

Annous, Grain and Feed Division, completed 30 years of service. He was in the Foreign Market Development, Rice Council for 1958 as Marketing Specialist in the Fats and Oils Division. He was a Cultural Officer in Hamburg.

Annous, Cotton Division, retired after 24 years with FAS. He was in the Consumer and Marketing Service. They are now in the expectation of many more warm Florida winters.

Continued on following page.



LOOKING TO THE NEW YEAR is Aasheesh, son of D. V. Khosla, Agricultural Analyst, New Delhi. Aasheesh, whose name means God's Blessing, was born on July 22.

GERALD TICHENOR, RETIRING Deputy Administrator of IADS, and Lyle Shertz discuss challenges of the office just prior to Jerry's retirement party on December 21. Lyle, recently named Acting Deputy Administrator of IADS, was Chief of International Monetary and Trade Research, Foreign Development and Trade Division, ERS. Formerly, he was Chief of the Foreign Competition Branch, Grain Division, FAS.



Carl Winberg, Program Development Division, has gone to Bangkok for three months where he will serve as interim Attache while Attache Sam Work is on home leave. Carl has returned home in a sense, since he has served for many years in the Far East and South Asia....

Patty Shannon, secretary for Attache Paul Minneman, Bonn, was in FAS/W for orientation. Patty was en route to Louisville, Ky., for home leave prior to reassignment to the USEC office in Brussels. Rose Mary Bland, London, is on TDY and is filling the vacant spot until Patty reaches Brussels. Previous overseas secretarial assignments held by Patty have been in Belgrade, 4 years, and Brussels, 5 years.

DUANE I.
NELSON



Duane Nelson is expected to arrive at Milan in February to take over the reins at the Milan Trade Center.

Duane went to Milan from the International Trade Fairs Division, FAS, where he was Agricultural Trade Fairs Manager. Italy ranks sixth among the leading dollar markets for U.S. agricultural exports.

DECEMBER MARKS END OF FAS/IADS CAREERS FOR 15 continued

Jim Martin, International Trade Fairs Division, also has joined the retirees. Jim received Sustained Superior Performance awards in 1959 and 1963. He was a member of a unit receiving a SSP certificate in 1960. Jim has served as International Trade Fairs Manager, and as Agricultural Promotions Specialist with FAS.

Grace Novak, secretary to Bill Caras, Office of Barter and Stockpiling, retired from Government service to get married and to live in Philadelphia. Grace served the Attache Service as secretary to Paul Taggart and as secretary at Ankara and Leopoldville. She received the USDA Superior Service Award in 1961 for her courageous work in Leopoldville.

Cecille Protzman, Agricultural Economist, Sugar and Tropical Products, will continue to live in South Arlington. Cecille began work with the Foreign Trade Section, FAS, and later transferred to Commodities where her work on fibers earned her a Sustained Superior Performance Cash Award of \$200 in 1960. She began Government service in 1933 with the Agricultural Adjustment Administration.

Charles J. Bryant, Extension Specialist, Foreign Training Division, IADS, received a SSP Cash Award of \$300 in 1966. Charles started his Government service with the Agricultural Extension Service in Athens, Georgia. He was with ICA-AID in Colombia and British Guiana before coming to IADS in 1963.

Dr. Ellis B. Clough, Program Specialist, Foreign Training Division, IADS, left USDA with over 20 years of Government service behind him. Since 1953, Ellis has been Program Specialist with the present Foreign Training Division. He helped pioneer contract projects between U.S. Land Grant Colleges and other countries including: Purdue-Brazil, Arkansas-Panama, Utah State-Iran, Michigan State-Colombia.

Dr. Thelma Dreis begins work immediately as World Conference Desk Officer for the Society for International Development. Prior to retirement, she was Education Specialist, Evaluation, Foreign Training Division, IADS. She has over 30 years of Government service which includes work as Nutrition Programs Officer, Agricultural Research Service.

Jerry Tichenor leaves behind him 31 years of Government Service, 28 years with USDA. He plans to "goof off" until Spring when he will go to Michigan to see about his farms.

ELMER B.

WINNER

Elmer Winner has been assigned to Export Programs to work on International Trade Fairs. Elmer recently completed two years of service as

Assistant Agricultural Attache in London. In that position he carried out a major program of agricultural export promotion through the London Trade Center and at leading British trade and food fairs. Before joining FAS in 1964, he was Director of Information, Federal Extension Service.



DR. LAZAR

VOLIN

FAS was saddened December 6 by the death of Lazar

Volin, one of the leading American

authorities on Russian agriculture. Dr. Volin died at George Washington University Hospital after a heart attack.

At the time of his retirement as Chief, East European Branch, Foreign Regional Analysis Division, ERS, last year, Dr. Volin had completed nearly 40 years with USDA.

In April, 1939, he began work as Agricultural Economist, FAS. He was later Senior Agricultural Economist, OFAR, Special Assistant to Director, Foreign Agricultural Analysis Division, and Chief, East European Analysis Branch, FAS.



FAS/IADS OFFICERS INSTALLED



Berk Beukenkamp, Export Programs, was installed as president of the FAS/IADS/W Club at the January meeting. He succeeds Al Gilbert, Sugar and Tropical Products. Other new officers are: Vice president, Herb Ford; secretary, Jane Wright; treasurer, Eleanor Southerland; executive committee, Marian Castagna, Frank Padovano, Jay Weaver, and Jack Williams.

MRS. EDNA THURBER DIES

Many Attaches and former Attaches recall with sincere appreciation the top-notch servicing of their requests for specialized information back in the 1940's and early 1950's when Mrs. Edna Thurber served as a "one-man" information office, specifically to handle their needs. Mrs. Thurber was devoted to "her Attaches," regarding them as her special friends and proteges. Mrs. Thurber died December 1 at her home in Silver Spring, Md., where she had lived with her daughter, Juanita, for a number of years following retirement.

Mrs. Freda Weimer, secretary, New Delhi, announces the birth of a red headed grandson. Freda expects him to be walking before she has the opportunity to see him.

ROAMING AROUND

George H. Day, a former Attache to Lima and Caracas and a former member of the FAS/W Attache Staff, is planning a two months visit to Mexico beginning in January. He hopes to visit Attache John Scholl at the Embassy during a stop in D.F....News via the grapevine spotted the H. Reiter Webbs on the German ski slopes over the holidays. Reiter is Assistant Attache at London....Koy Neeley, Assistant Attache at The Hague, went to Texas in December to see his family. He stopped by FAS/W before returning to his post.... Assistant Attache Karl Shoemaker, London, came by FAS/W briefly....Bhornchai Kunalai, Marketing Specialist, Bangkok, had surgery for a detached retina in December....Frances L. Boczon has returned to her desk as secretary for our Bangkok staff. Frances had been under her doctor's care following an automobile accident....

Dave and Carolyn Schoonover are spending home leave in Alma, Ill., and Warrenton, N.C., with their parents. They will return to Moscow where Dave is Assistant Attache....

Maxine and Larry Thomasson and daughters visited relatives in Bassett, Va., over the holidays. Larry is Attache at Lisbon....Alex and Joan Bernitz and children, Annie, 9, and Johnny, 6, enjoyed a holiday skiing vacation in Austria. Alex is Assistant Attache at Bonn... Bill Scholz, Agricultural Officer, London, visited family and friends in New York and Washington over the holidays....Ernest Koenig has been named Acting Agricultural Attache at our USEC office in Brussels with the resignation of John Montel. John has resigned to pursue a career with Esso (Africa), Headquarters in Geneva....Mollie Iler, secretary to Attache Bob Tetro, Rome, is due back in D.C., where she will be secretary to Les Brown, Administrator of the International Agricultural Development Service....